

Message Text

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TO AMEMBASSY BELGRADE

INFO AMCONSUL ZAGREB

UNCLAS STATE 007088

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM

REF: (A) STATE 244219; (B) STATE 298020

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR YUGOSLAVIA LOOKS FORWARD TO RECEIVING EMBASSY'S PROGRESS REPORT ON CCP ACTIVITIES AND CAMPAIGNS DURING JULY-DECEMBER 1975. AS INDICATED IN REFTEL A REPORTING MAY BE ON THE QUOTE MANAGEMENT BY EXCEPTION METHOD UNQUOTE.

2. WASHINGTON AGENCIES ARE PARTICULARLY INTERESTED IN EMBASSY'S COMMENTS ON CCP OPERATIONS DURING THE INITIAL HALF YEAR OF THIS GOAL-ORIENTED MANAGEMENT SYSTEM IN YUGOSLAVIA. FOLLOWING RECEIPT OF THE COUNTRY COMMERCIAL ACTION GROUP'S (CCAG) REPORT, THE WCAG WILL CONVENE TO REVIEW THE STATUS OF CCP ACTIVITIES IN YUGOSLAVIA.

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PAGE 02 STATE 007088

3. WCAG MEETING WAS HELD ON OCTOBER 29 TO REVIEW THE FIRST

QUARTER PROGRESS, BUT DISCUSSION LACKED EMBASSY'S INPUTS SUCH AS WE HOPE TO HAVE AT THE NEXT WCAG MEETING, TENTATIVELY SCHEDULED FOR THE FIRST WEEK OF FEBRUARY. THE OCTOBER

MEETING PROVIDED A USEFUL FORUM FOR DISCUSSING THE FUTURE NATURE OF U.S. PARTICIPATION IN THE ZAGREB FALL FAIR. THAT DISCUSSION RESULTED IN VARIOUS PROPOSALS AND OPTIONS WHICH WERE INCORPORATED IN THE SUBSEQUENT EXCHANGES BETWEEN THE EMBASSY AND THE WASHINGTON AGENCIES ON THE SUBJECT OF THE ZAGREB FAIR. DISCUSSION ALSO CENTERED ON HOW WCAG AGENCIES COULD BEST SUPPORT COMMERCIAL PROGRAM FOR YUGOSLAVIA, TAKING INTO CONSIDERATION LIMITS OF FUNDING AND MANPOWER BOTH HERE AND AT POST.

4. WCAG ATTENDEES INCLUDED EXIMBANK AND AGRICULTURE, AS WELL AS COMMERCE, STATE, AND USIA. THERE WAS A GENERAL CONSENSUS THAT GREATER EMPHASIS SHOULD BE PLACED ON MAJOR PROJECT PROMOTION EFFORTS AND THAT MORE TECHNICAL SALES SEMINARS (TSS) SHOULD BE SCHEDULED, ESPECIALLY IN VIEW OF CURRENT FUNDING LIMITATIONS IN THE EXHIBITIONS PROGRAM (REFTEL B).

5. ACTION REQUESTED: POST IS REQUESTED TO CONVENE A MEETING OF ITS CCAG AS SOON AS POSSIBLE AND SUBMIT ITS REPORT BY JANUARY 31. KISSINGER

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